



# **GREECE**

## **MEDIA LANDSCAPE**

[www.themediavantage.com](http://www.themediavantage.com)



# Country Overview

CREDITED WITH CREATING THE CONCEPT OF DEMOCRACY AS WELL AS THE ANCIENT OLYMPIC GAMES

## Overview of Greece



CAPITAL  
**Athens**

REGION  
**Europe**

GDP PER CAPITA, PPP  
**\$30,842**

GDP  
**\$205 billion**

POPULATION  
**10,721,582**

AREA  
**131,957 SQ.KM**

Located in southeastern Europe, Greece as an independent nation is young, existing since the 19th century.

A referendum in 1974 abolished the monarchy and created the parliamentary republic that exists today.

Fueled by the tourism industry, services comprise the largest economic sector in the country, both for employment and contribution to the Greek gross domestic product.

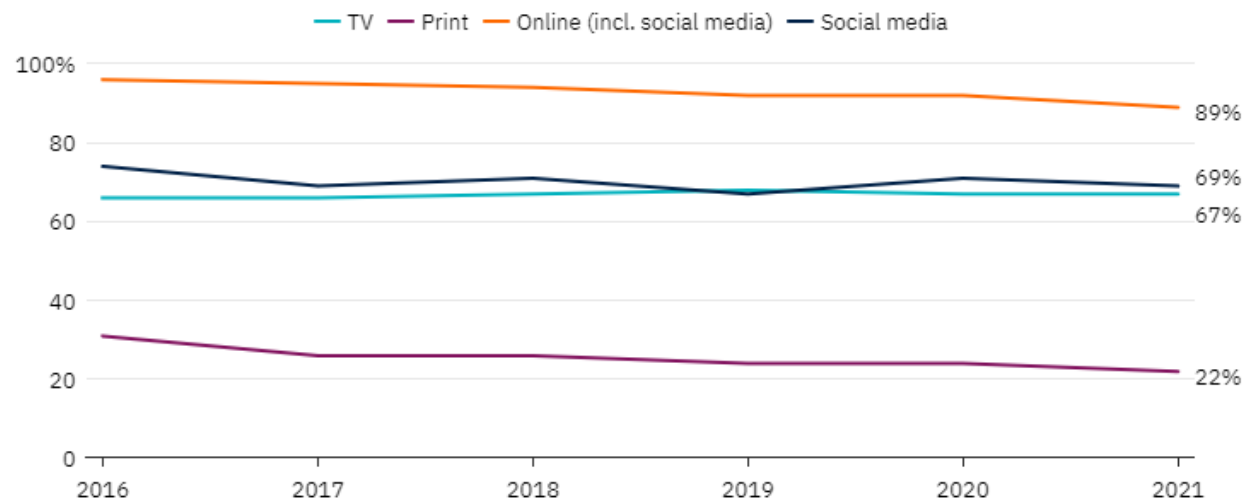
# Media Consumption Overview

PERMEATED BY POLITICS

## Sources of news

2016–2021

Greece



Almost spend 4 hours  
watching TV



One of the most trusted  
mediums



Print has declines over  
the years

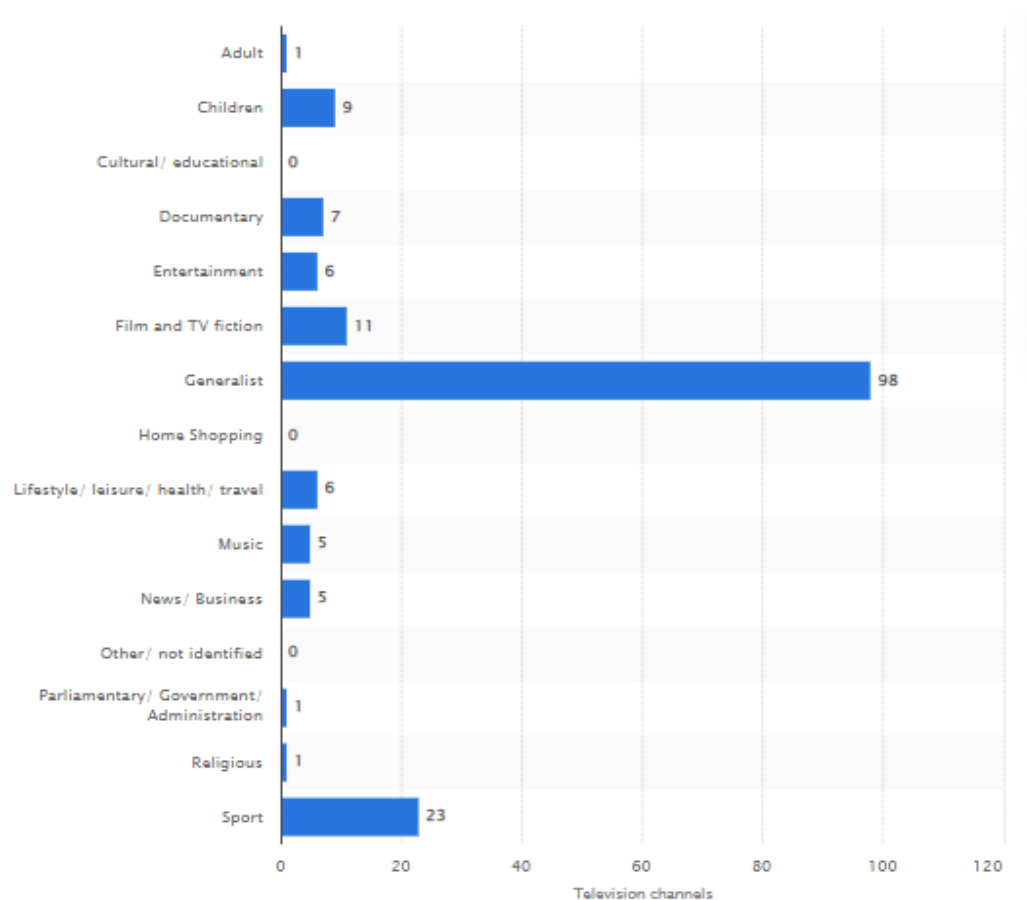


Internet penetration is  
82.2%

# TV Consumption

## TV IS DOMINATING THE TRADITIONAL MEDIA LANDSCAPE

### No. of TV channels available in Greece (2020)



- There are a total of 98 Generalist TV channels in Greece which are the most in demand.
- The television landscape was relatively stable during the pandemic.
- ERT is the public broadcaster. In addition to this there are several free-to-view commercial channels; Star, Alter, Antenna (ANT1), Mega, SKAI, Alpha, Macedonia, MAD, MTV Greece, CNN, TV5 Europe, Channel 9, Channel 10, 902 TV.

# TV Consumption

## TOP TV CHANNELS



### ERT1

ERT1 is the flagship television network of state-owned broadcaster ERT. ERT1's programming is focused on that of a generalist TV network, being composed of talk shows, movies, popular Greek and foreign TV series, and some cultural shows.



### Alpha TV

Alpha TV is a Greek free-to-air channel, being one of the biggest stations in Greece. The station features a mix of Greek and foreign shows with an emphasis on information. The studios are located near Athens.



### Skai TV

Skai TV is a Greek free-to-air television network based in Piraeus. It is part of the Skai Group, one of the largest media groups in the country. Skai TV airs a diverse programming mix with a focus on entertainment and information. Programming includes comedies, dramas, current affairs shows, documentaries, and sports.



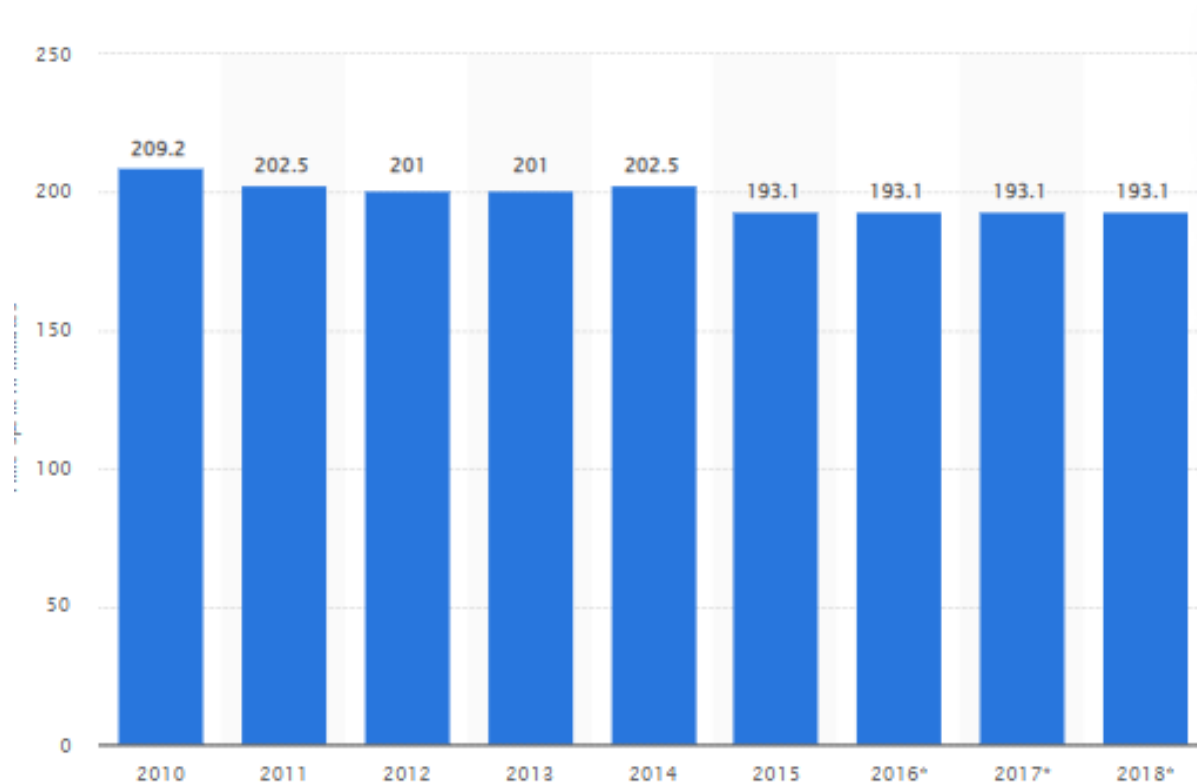
### Mega Channel

MEGA Channel, also known as MEGA TV, is a television network in Greece, that broadcasts a mix of foreign and Greek programming. On 17 February 2020, the channel relaunched with a variety of live programming, news, movies and selected programs from its program library.

# Radio Consumption

RADIO REMAINS AN IMPORTANT SOURCE OF INFORMATION AND ENTERTAINMENT FOR THE GREEKS

## Average daily time spent listening to radio (in minutes)



- There are over 918 radio stations in Greece.
- Most FM radio stations have their own web versions too.
- Average daily time spent listening to radio is more than 3 hours.

# Radio Consumption

## TOP RADIO STATIONS



Real FM  
FM 97.8

Real FM 97.8 is a broadcast Radio station from Athens, Greece, providing Greek Talk, National News, Money, Sports, Talk, Informative and Health programs.



Rythmos FM  
FM 94.9

Rythmos Radio 94.9 is a broadcast Radio station from Athens, Attica, Greece, providing Top 40/Pop, Greek Music.



SKAI 100.3 FM  
FM 107.8

Skai 100.3 is a Greek informational and entertainment radio station part of the Skai Group, one of the largest media groups in Greece.



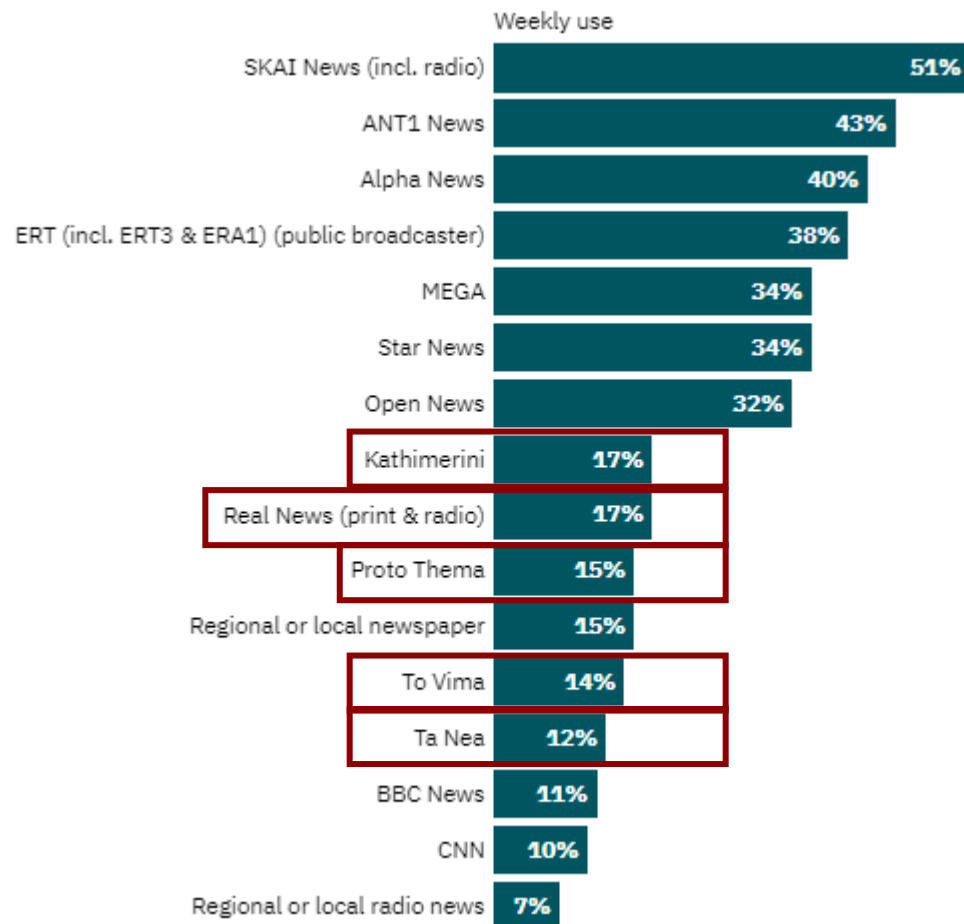
Melodia FM  
FM 99.2

Melodia 99.2 is a music radio station for Greek music in the country. It is an iconic radio station launched in 1991, as the first Soft AC Greek Music Format in Greece. It is a point of reference for contemporary Greek culture.

# Print Consumption

GREECE HAS ONE OF THE LOWEST NEWSPAPER READERSHIPS IN THE DEVELOPED WORLD

## Leading newspapers in Greece (2021)



- There are around 280 local, regional and national daily newspapers in Greece.
- 40 percent of the country's population resides in the wider Athens region, the Athenian press dominates the national market.
- There is a strong Sunday press as almost all the dailies have a Sunday edition.



# Print Consumption

## TOP PRINT TITLES



**Proto Thema**  
**Frequency: Weekly**  
**Circulation: 41,590**

Proto Thema is a Greek newspaper, published every Sunday. It was launched in 2005. Proto Thema has repeatedly achieved high sales and has become the greatest success story in the history of Greek media.



**Real News**  
**Frequency: Weekly**  
**Circulation: 30,000**

Real News appears on Sundays and often features special gifts for buyers, including books and CDs. The founder of Real News is the prominent journalist Nikos Chatzinikolaou. He also founded the popular radio station Real FM in Athens



**To Vima**  
**Frequency: Weekly**  
**Circulation: 37,320**

To Vima is a Greek weekly newspaper first published in 1922 by Dimitris Lambrakis. To Vima is a high-quality newspaper in Greece, and arguably the most influential in political issues; it was published daily until 2011, but since publishes only its flagship Sunday edition.



**Kathimerini**  
**Frequency: Daily**  
**Circulation: 14,190**

Kathimerini is a daily, political and financial morning newspaper published in Athens. Its first edition was printed on September 15, 1919. It is published in the Greek language, as well as in an abridged English-language edition. The English edition is sold separately in the United States and as a supplement to the international edition of The New York Times.

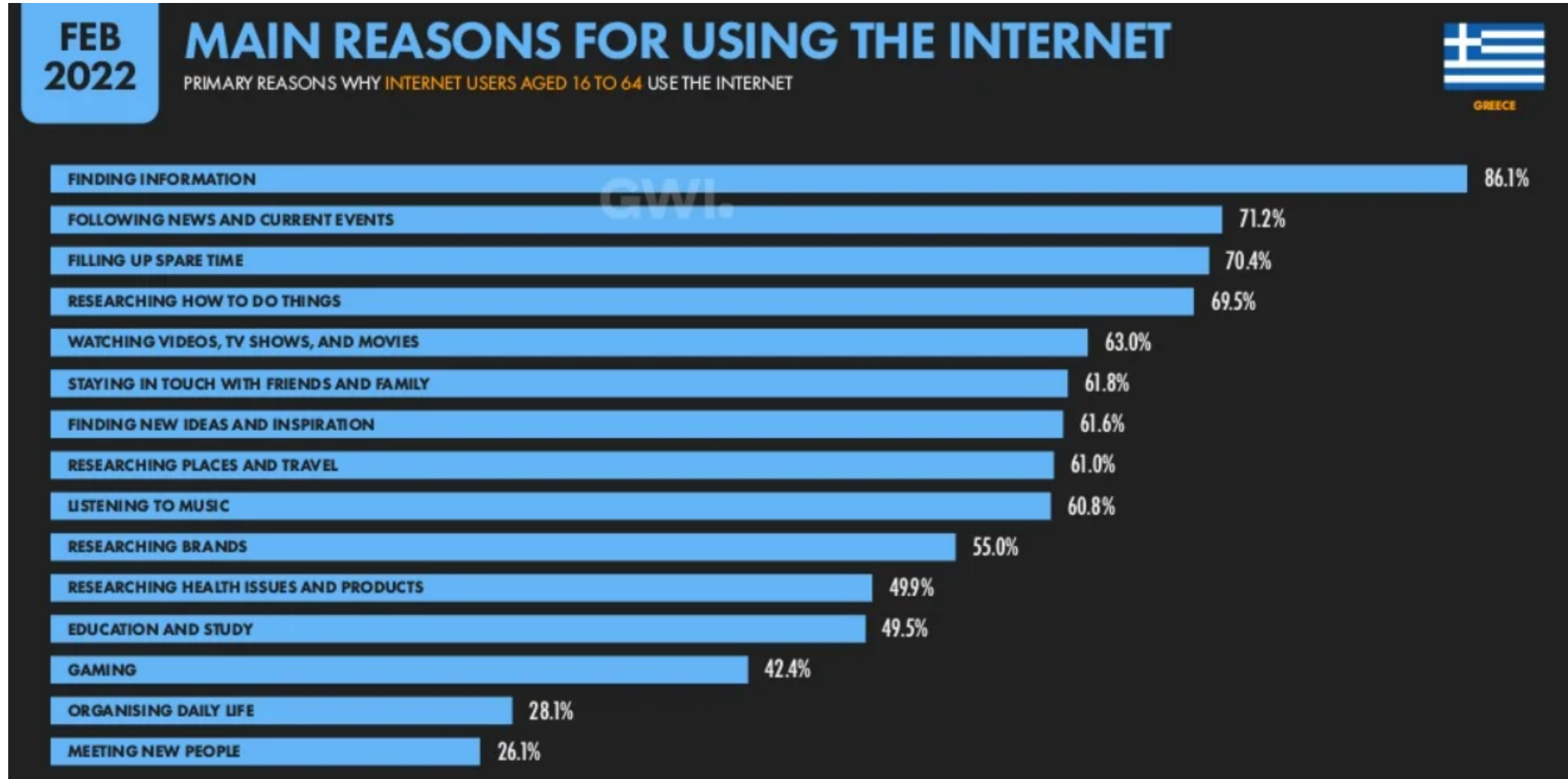
# Digital Consumption

THE NUMBER OF INTERNET USERS IN ARE 8.5 MILLION



# Digital Consumption

FINDING INFORMATION IS THE PRIMARY REASON FOR USING THE INTERNET



# Digital Consumption

GREEKS SPEND THE MOST TIME ON YOUTUBE WHEN ONLINE

FEB  
2022

## MOST-VISITED WEBSITES: SIMILARWEB RANKING

RANKING OF THE MOST-VISITED WEBSITES ACCORDING TO SIMILARWEB, BASED ON ANNUAL WEBSITE TRAFFIC FOR FULL-YEAR 2021



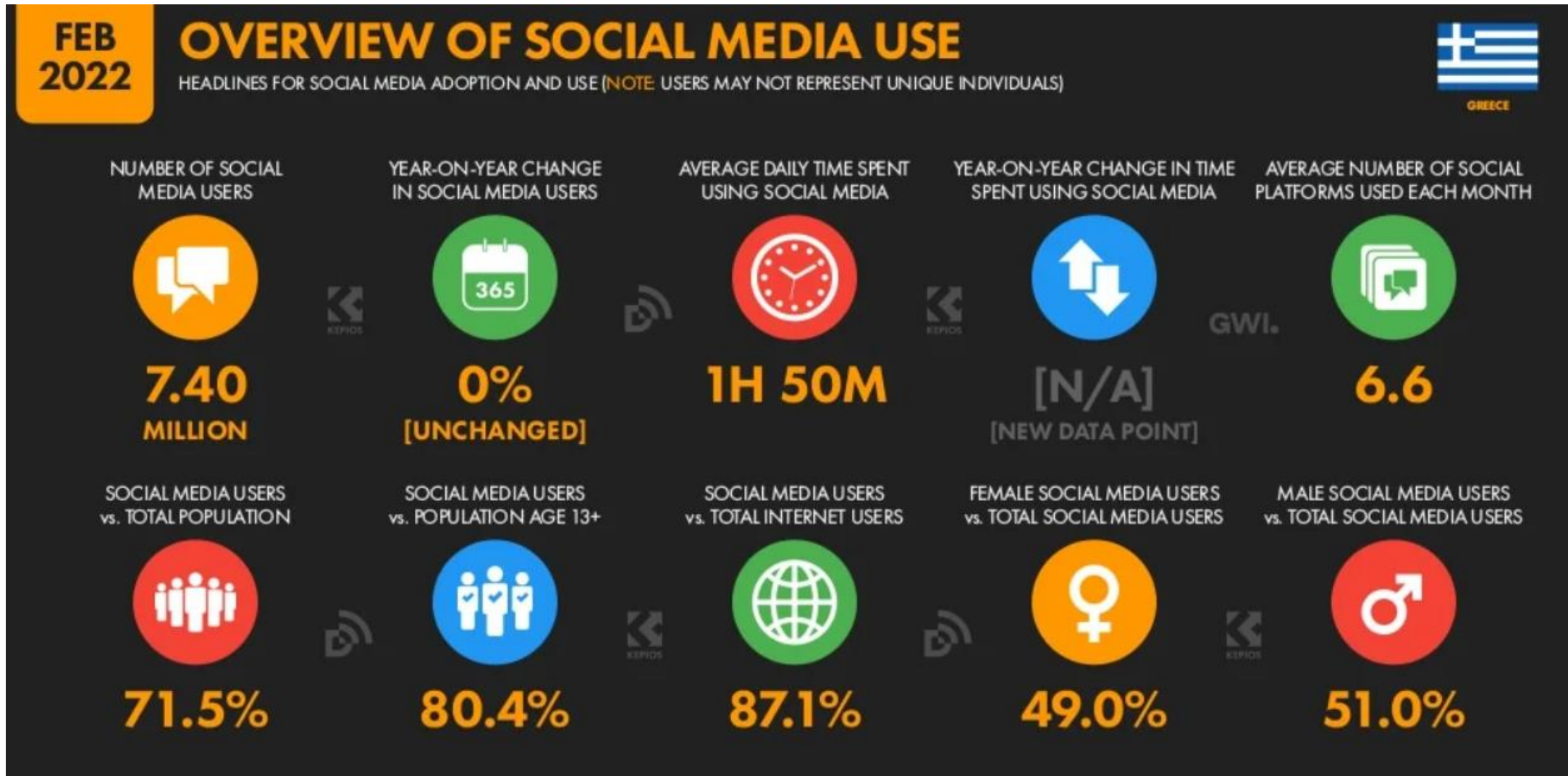
#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	4.84B	59.4%	40.6%	11M 09S	8.19
02	YOUTUBE.COM	1.79B	20.6%	79.4%	21M 44S	12.32
03	FACEBOOK.COM	1.68B	45.0%	55.0%	12M 36S	9.16
04	GOOGLE.GR	505M	35.7%	64.3%	8M 44S	11.35
05	SKROUTZ.GR	451M	56.9%	43.1%	8M 21S	9.33
06	PROTOTHEMA.GR	372M	68.0%	32.0%	8M 44S	3.31
07	INSTAGRAM.COM	345M	54.4%	45.6%	9M 48S	12.75
08	WIKIPEDIA.ORG	298M	58.8%	41.2%	4M 01S	3.10
09	ATHENSMAZINE.GR	257M	96.5%	3.5%	1M 12S	2.14
10	NEWSBOMB.GR	242M	83.8%	16.2%	4M 21S	3.22

#	WEBSITE	TOTAL VISITS	MOBILE SHARE	DESKTOP SHARE	TIME PER VISIT	PAGES PER VISIT
11	IEFIMERIDA.GR	239M	75.7%	24.3%	8M 34S	3.71
12	YAHOO.COM	215M	22.7%	77.3%	8M 00S	6.23
13	GSIS.GR	194M	28.6%	71.4%	6M 01S	5.25
14	IN.GR	190M	71.6%	28.4%	6M 29S	3.15
15	NEWSIT.GR	182M	65.4%	34.6%	9M 41S	5.57
16	TWITTER.COM	172M	45.4%	54.6%	10M 24S	10.78
17	STOXIMAN.GR	172M	72.0%	28.0%	14M 18S	6.38
18	XNXX.COM	171M	91.6%	8.4%	10M 07S	11.44
19	SCH.GR	159M	48.0%	52.0%	6M 20S	7.49
20	LIVE.COM	159M	22.9%	77.1%	8M 03S	8.15



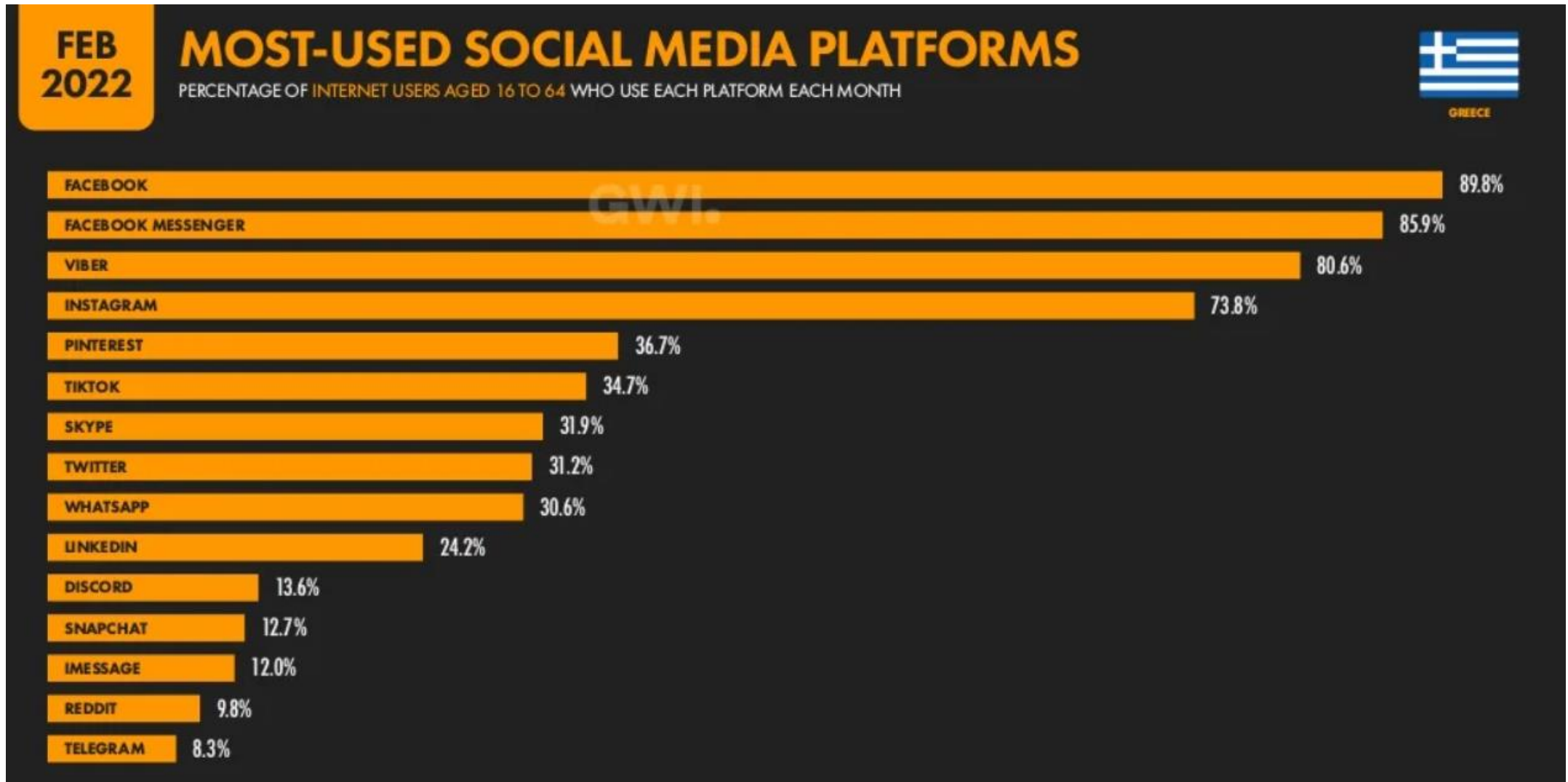
# Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN GREECE ARE 7.4 MILLION



# Digital Consumption

FACEBOOK IS THE MOST USED SOCIAL MEDIA PLATFORM IN THE COUNTRY



# Let's Discuss

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